



For Immediate Release
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Leaf Cams return to VisitIndiana.com; fall travel deals available

New promotion utilizes innovative technology, Foursquare

INDIANAPOLIS - Fall's exploding colors are on display at VisitIndiana.com, along with several bang-for-your-buck travel deals. Through Nov. 12, the Indiana Office of Tourism Development's Leaf Cam promotion showcases scenic views and offers seasonal discounts, many delivered to consumers using innovative technology.

Leaf Cams are streaming live images from three Indiana locations. Popular fall destinations, Brown County and Spring Mill State Park, are featured again this year. New in 2010 is the recently developed 100 Acres: The Virginia B. Fairbanks Art & Nature Park at the Indianapolis Museum of Art.

The drought conditions in many Indiana counties may have some leaf peepers worried. According to the Indiana Department of Natural Resources, the dry weather pattern will likely cause leaves to change a bit sooner and make predicting the peak more difficult. Rest assured, however, that there will still be a fall fireworks show to enjoy.

"Hoosiers can track changing colors online before experiencing fall's beauty up close," said Lt. Governor Becky Skillman. "Great deals will help travelers squeeze more fun out of their hard-earned dollars."

Several discounts for each of the highlighted destinations are available on the Leaf Cam section of VisitIndiana.com. Deals range from dining and retail specials to overnight packages.

In addition, the Indiana Office of Tourism Development has partnered with Right On Interactive (ROI) to provide exclusive deals utilizing cutting-edge technology that integrates location-based social media with email.

Followers of Visit Indiana Leaf Cam on Foursquare can opt to have a localized discount emailed to their mobile device after "checking in" near a Leaf Cam site. The deals are designed to give extra value to visitors while they travel.

"As we strive to do more with less it is important to leverage resources and innovate," said Amy Vaughan, director of the Indiana Office of Tourism Development. "Partnering with ROI has given our office the opportunity to develop an original promotion in a ground-breaking way."

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Right On Interactive, an Indianapolis-based company, is donating its time and expertise to implement the project.

“ROI enjoys working with like-minded partners who value creative, forward-thinking business solutions,” said Troy Burk, president and founder of Right On Interactive. “As a local company we are proud to collaborate with the Indiana Office of Tourism Development to help positively impact Indiana’s economy.”

VisitIndiana.com is the official travel resource for planning a vacation or getaway in Indiana. The web site’s homepage makes it easy to find travel discounts, see trip ideas and get first-hand tips from the Indiana Insider blog. Visit Indiana information is also available via Twitter and Facebook.

Right On Interactive is a customer lifecycle marketing software provider that transforms the way business relationships are nurtured – from initial contact to brand advocacy. The ROI “software-as-a-service” solution helps clients win and retain customers, optimize marketing effectiveness and maximize the lifetime value of customers.

Indiana welcomes more than 62 million visitors each year, generating more than \$10 billion in visitor spending statewide.

Lt. Gov. Becky Skillman oversees the Indiana Office of Tourism Development. Amy Vaughan serves as the agency’s Director.